

# REALTY INCREASES IN VALUE

Splendid Location and Growth of Portland Cause Enhancement of Property In and About the City.

By Charles K. Henry.  
It is generally admitted that demand creates and gives value. Certainly the continuous growth and expansion of Oregon in general, and Portland in particular, will cause increased demand, and consequently increase in the values of Portland real estate. Portland's population in 1850 was 17,677; in 1859, 48,385; in 1900, 90,426; and is conceded now, at the beginning of 1909, to be 276,000, having doubled its population in the last five years, as stated by Mr. Hill, of the Great Northern and Northern Pacific Railroad companies. Portland, from now on, will gain in population with great rapidity, since the advent of the so-called North Bank railroad, being the Hill system, which has just been completed at a cost of \$45,000,000, and opened for the transaction of business during the past month. The completion of this road marks one of the most important events in railroad development in the West and the added traffic that will be brought to this city will have a direct influence on property valuations.

1,000,000 population, whereas examination shows that we should, and may hope to have, with our splendid climate and very fertile land, 20 to 30 times as many people as evidenced below:

Country	Square Miles	Population
British Empire	121,553	41,978,827
Italy	117,000	23,715,000
Spain	147,925	49,732,952
France	244,793	38,861,574
Germany	207,054	38,961,945
Germany	208,859	66,641,278

\*Including England, Wales, Scotland, Ireland and Islands.

We are to have a splendid advancement and increase, sure to come through the development of our great water power system, and the introduction of electric railways across the state in every direction. All of Oregon and Portland will receive a great influx of people, giving added and increased values as time goes on to the properties in the beautiful city of Portland.

Portland and Oregon have been greatly hampered in the past by reason of large grants of lands to railroad companies and wagon road companies, which were withheld from settlement, about one-sixth of the state having been held out in that manner, but the United States Government, and the State Legislature, are now going to force the companies to sell and dispose of the lands. This, with the advent of the new Hill railroad system from the north, the Chicago-Milwaukee from the west and the Atchafalaya-Santa Fe from the south, will open up the state to a new and dense population in a very short time.

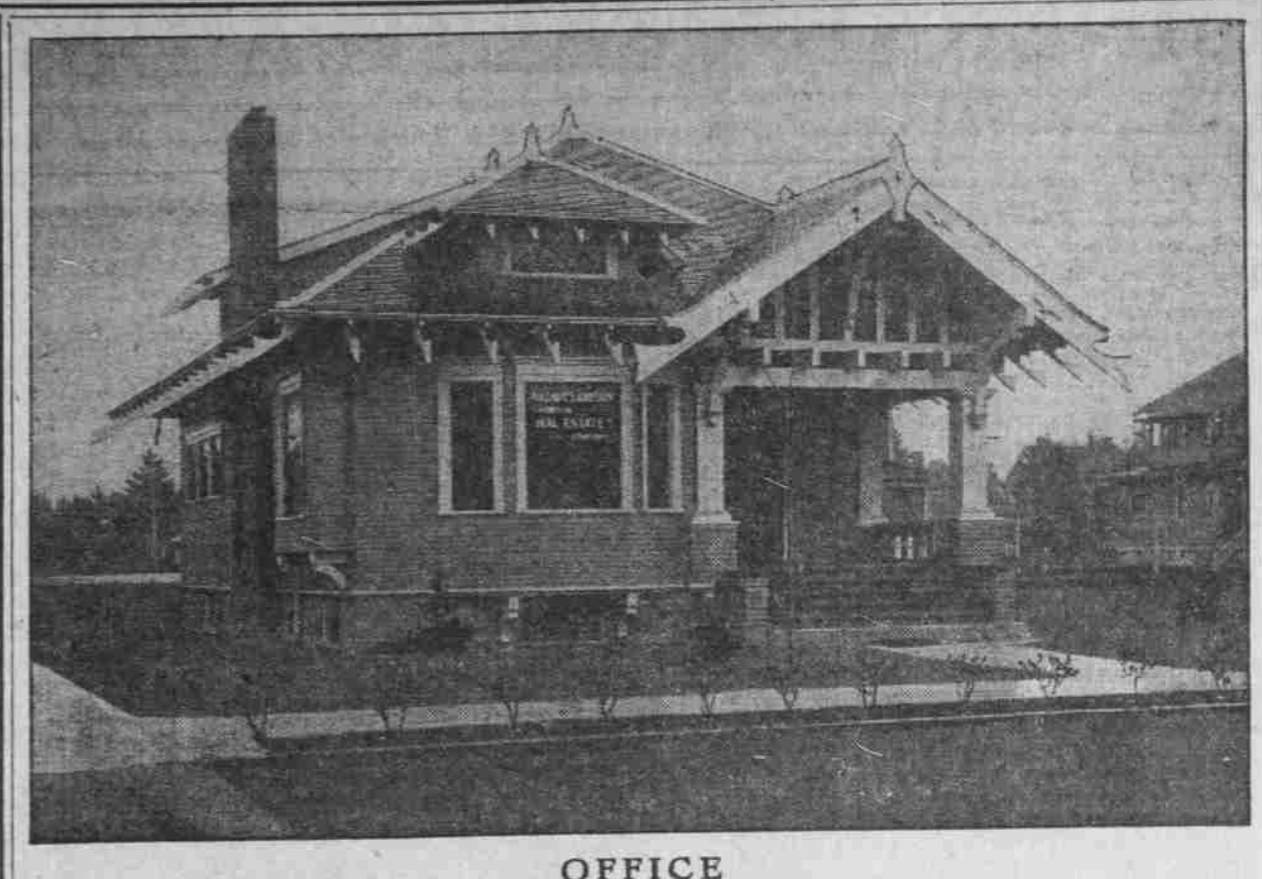
At present Portland is one of the greatest wheat, flour and grain shipping ports in the United States, and Portland at the present time is the greatest lumber port in the world. Its mills annually cutting about 650,000,000 feet of lumber, which goes to Australia, the Philippines, China and other parts of the world. This has been proving a valuable product to Oregon, and giving Portland a great impetus.

**THE J. K. GILL CO.**

WE desire to thank our numerous friends and the public for their generous patronage in 1908, and hope for a continuance of the same for this and future years.

Our store will be headquarters for Books, Stationery, Office Supplies; etc.

**THE J. K. GILL CO.**  
BOOKSELLERS and STATIONERS  
Third and Alder Sts. PORTLAND



OFFICE

## HOLLADAY'S ADDITION

The BEST place in Portland to buy. The Geographical Center and most DESIRABLE residence property in the City. Has one hour more SUNLIGHT than over the river. No smoke, no fog, better air, fine view and perfect natural drainage. Good streetcar service and all conveniences. Call and inspect the property, for seeing is believing. Write for information to

**THE OREGON REAL ESTATE CO.**  
GRAND AVENUE AND MULTNOMAH STREET  
PORTLAND, OREGON  
Phones, East 67; C 1708

This great system, in addition to what it already had, has just finished immense freight warehouses and grain dockage for, exceeding vessels more than doubling Portland's former capacity, with its great network of feeders in the shape of electric lines throughout the upper country, commonly called the Island Empire, of which Portland is the great center and distributing point for railroad transportation and ocean-going vessels, and which must impel Portland forward by leaps and bounds from this time on; Portland being, and to be, the commercial city of what is known as the Columbia basin, comprising 95,000 square miles of territory in the state of Oregon and about 25,000 square miles of adjacent territory in Washington and Idaho, in all of which there is at the present time but about

## CITY'S AREA IS EXPANDING

Lots in Beautiful Residence Districts Are in Strong Demand, and New Homes Number Thousands.

By Allan R. Stinson, Manager Real Estate Department, Hartman & Thompson.  
GREAT as has been the growth of the business district of Portland during the past 12 months, it is far surpassed by the residential expansion of its residence section. Confined, as it is, by the hills to the westward, the older district of Portland has not perceptibly increased in extent, save as it has broadened out along the car line through Portland Heights, and by filling in the vacant places to the north in King's Addition, Goldsmith's Addition, and on Williams-ette Heights.

The expansion of the business district in North Portland so far west as Fifteenth street has driven out many families, the great majority of whom have gone to the East Side. Residence property in the old Hill district has increased in value to that point where it is beyond the pocket of the ordinary home builder, and is now held at prices only paid by the investor who constructs and rents flats and apartment houses. There has been multiplied, as shown by the building records, to a number hardly conceivable to an older resident of Portland, who wants ample room for his garden and flowers. There is no section that does not show greatly increased values.

The weather residents are building new houses in better districts, while many new-comers are vying with them in constructing residences of a substantial and artistic character. Now the building of homes has been confined to the wealthier class. At no time in the history of Portland has there been such a large number of its inhabitants buying and building homes for themselves.

The statisticians for the 11 months ending November, 1908, while they do not show so large a number of business houses by 50 per cent this year as last, give the number of residences for which building permits were issued as 2824, compared with 2048 last year. This is a remarkable increase when

it is remembered that 1907 was a banner year also; and can be accounted for only by the fact that Portland is growing far more rapidly than the ratio given by census statisticians in the past.

While the area of the city has not increased on the West Side, on the East Side it has increased in the neighborhood of 2000 acres, embracing nearly all of the beautiful plateau, nearly 20 feet higher than the river, which is the backbone of the Peninsula, from St. John to Mount Tabor.

It would be hard indeed even approximately to state the number of lots sold during the past 12 months in all of the additions that have been platted on the East Side. The steady and constant growth of a great city offers an opportunity for every one who will save money and buy property to lay the foundation of a fortune. Hence it is that the buyers have included all classes of our population.

The restricted residence districts with high-class improvements have attracted the married people laying the foundation for their homes. The unrestricted districts, where the improvements are to be made later at the expense of the city and payment postponed for a period of ten years, afford opportunities for the small wage earner to start his home at small expense. Along the main street carlines have sprung up business houses which have increased the value of surrounding property and much money has been spent by speculation therein. The lower Peninsula, affording the promise of work to many hundreds of people, has attracted more than any other place the purely speculative class of buyers, and the many townsites platted there are promising fortunes while you wait.

Southward of Mount Tabor the growth has been fully as great as on the Peninsula. Twice during the year have the city limits been extended. Once in June, when the northeast corner of the city was established at a point nearly two and one-half miles beyond the western line of Rosa City

Park; again, in November, when a strip of land half a mile wide by about four miles long were added to the eastern end, taking in all of the suburbs tributary to Montaville.

In spite of all the platting that has been done in the past two years, there is still a large number of small pieces of acreage within the city limits. Such acreage, however, has greatly increased in value. It is very hard indeed to find a piece of acreage inside the city limits that can be purchased for less than \$1000 an acre. The one large unplat- ted piece inside the city limits is the Ladd farm, comprising about 600 acres, concerning the platting of which there have been many rumors, but no definite announcement.

It is safe to say that the ratio of building will continue to show a greater comparative increase on the East Side, and the matter of rapid transit and better bridges is really of greater interest to the business man of the West Side than it is to the residents of the East Side. It does not require a prophet to foresee that unless facilities are increased for reaching the greater department stores on the West Side, larger business houses will be built on the East Side and will offer such attractions as will injure the business of the West Side merchants. For the first time in the history of Portland, such a warfare is now being carried on through the advertising columns of the daily newspapers. Heretofore, it has been the East Side residents alone who have been clamoring for more and better bridges. It will be an act of wisdom on the part of the business men of the West Side to make it their business to see that the great residence districts of the East Side have rapid transit communication with the present business centers.

**W. C. MOON BAG CO.**  
T. J. ARMSTRONG, Pres.  
Manufacturers and Importers.  
FLOUR BAGS  
BURLAP  
TWIN BAGS  
PORTLAND, OR.

The Only Manufacturer of Ready Roofing in the Northwest.  
**NORTHWEST ROOFING CO.**  
MANUFACTURER OF WEBFOOT ROOFING  
Office and Factory  
Corner 22d and Reed Sts.  
Telephone Main 4807.  
PORTLAND, OREGON.

The Home of the University of Oregon  
The Town that Paved Sixty Blocks in Fourteen Months  
The Town that Doubled in the Past Two Years  
And Will Double Again in the Next Three

Come and See for Yourself, or write to Eugene Commercial Club, Eugene, Oregon

## EAST SIDE MAKES PROGRESS

Advancement of Big Residence Section Greater During Past Year Than at Any Other Time in the City's History.

THAT portion of Portland which is designated by the title East Side is the part of the most rapidly growing city of the West that is making the greatest advancement in matters of population and general improvements. But a short period of some four or six years ago the East Side was a very small section of the entire city, with suburbs widely separated and residences very scattered in many directions. Today the East Side is very rapidly coming into its own. In that period of time the population has been multiplied probably five times, until at present there is safely a population of some 150,000, or 60,000 people over that of the West Side, the old portion of the city. This has been accomplished as a result of the natural location with unlimited opportunities for expansion in all directions, backed up and directed by that indomitable East Side spirit, as represented and practiced by some 26 clubs and associations whose sole object is the up-building of the East Side, in a civic, artistic and commercial way.

The year 1908 stands forth as the greatest year of advancement in the history of the East Side. Miles upon miles of streets have been paved with the best pavement that money can buy. Streets that have been disreputable elevated roadways or really no roadway at all have been filled at an expense of several hundred thousand dollars. This method of filling has progressed to such a point that practically every street crossing the low lands has either been filled and opened as a first-class permanent street or contract has been let for such work to be done. This filling and reclaiming of streets and the filling of all low lands to basement level, which will be accomplished within the next year, will make the East Side waterfront absolutely supreme as the warehouse, wholesale and manufacturing district of the city.

Several very large and modern wholesale houses have been added to the already large number of such firms which were previously located there. A number of the most modern and largest warehouses in the district are now nearing completion. Plans are now under way for several other buildings of importance.

Possibly the improvement that will have as great a bearing on the future

of this district as any is the erection of the new, modern, fireproof depot by the Southern Pacific lines. This, with the completion of the new Oswego bridge, will care for the traffic of the present East Side lines, together with the vast traffic of the Southern Pacific lines at present operating on Fourth street. In addition to this depot, it is practically certain that the Southern Pacific and Oregon Railroad & Navigation Company will jointly construct and operate a freight depot in the central East Side warehouse district. This insures the advantage of rapid handling of freight, with very small cartage expense.

Great as has been the growth of population in the past five years, retail business has kept pace with this growth and probably distanced it. Business districts have been created in numerous parts of the East Side where there have been previously none; districts that have been long established have expanded and improved to an extent where there are vast numbers of business buildings and mercantile firms that are a credit to the entire city, as well as the East Side.

These conditions have made it perfectly safe and conservative to assert that in the past five years the volume of retail business on the East Side has increased at least ten times. Already several large modern buildings are in contemplation for the retail business districts in the immediate future.

The completion during the year of two modern bridges, one at Union avenue, built of steel and costing \$70,000, and one of concrete at East Twenty-eighth street, and costing \$75,000, bring a very large and prosperous residence district into close touch with the central East Side business district.

In the residence districts places that were practically unknown a few months ago have splendidly paved streets and magnificent modern homes in vast numbers. During the year of 1908 to December 1, the number of permits for residences to be erected on the East Side, as shown by the records of the office of the Building Inspector, makes a total of 2150, with a cost amounting to the splendid sum of \$4,035,250.

The record for the year shows up in a ratio of residences of at least ten on the East Side to one on the West Side, until the month of November, when the startling record was made of 142 residence permits on the East Side to two on the West Side.

## BEGIN THE YEAR RIGHT

In OUR school you are taught Bookkeeping by Expert Accountants, Banking by a National Bank Cashier, Commercial Law by a Lawyer, Shorthand by a Court Reporter; all other branches under equally competent instructors. Day and evening sessions.

**Bennett-Walker**  
BUSINESS COLLEGE  
Elks Building Portland, Or.

**PORTLAND WIRE & IRON WORKS**  
ORNAMENTAL WIRE, IRON, BRASS & BRONZE WORK.  
OFFICE RAILING  
GRILL WORK FOR ELEVATOR ENCLOSURES, ELEVATOR CABS, STAIRWALKS, BALCONIES, RAILINGS, FIRE ESCAPES, ETC.  
PORTLAND, Oregon.

Mfrs. of Bank, Store Railing; Ornamental Wire, Iron, Brass, Bronze Work  
We are equipped to furnish the grill work for elevator enclosures, elevator cabs, stairwork, balcony railings, fire escapes, etc. The majority of the larger buildings of the city have been equipped by this firm.

T. PEARSON, President  
G. H. PEARSON, Secretary  
**Pearson-Page Co.**  
Wholesale Fruits  
131-133 FRONT ST.  
PORTLAND, OR.  
Track Warehouse: Corner E. First and E. Washington Sts.

**CITY DYE WORKS**  
CITY STEAM CLEANING AND DYEING WORKS  
Phones East 194 B 1194